2. (Twice Amended) A method of processing signals at a receiver station based upon receiving [on] at least one [or more] of a broadcast [or] and a cablecast transmission[s], said receiver station including a computer, said method comprising:

[(a) the step of] receiving some information content, [and] one or more control signals in respect of a budget [in], and said at least one of a [said] broadcast [or] and a cablecast transmission, said information content and said one or more control signals including a first projected datum, said first projected datum both designating a product or service and projecting a price or quantity;

[(b) the step of] storing said first projected datum in said computer [at said receiver station];

[(c) the step of] generating [a] budget data by processing data stored in said computer in response to at least one of said control signals, said budget data including two or more of [the] a group of data including:

(1) an income datum;

(2) an expense datum; and

(3) a profit datum; and

[(d) the step of] outputting to a subscriber at least some of said [received] information content and at least one generated budget datum, said information content explaining said budget datum. [of said budget.]

3. (Amended) The method of claim 2 further comprising the step of storing

subscriber resource data [at said computer] at said receiver station, said resource data including two or more of [the] a group of datum including:

(a) an equipment or real estate datum;

(b) a labor datum; and

(c) a financial datum.

5. (Amended) A method of controlling a plurality of receiver stations each of which includes a television receiver, a signal detector, at least one of a processor and a computer, [and with] each of said receiver stations being adapted to detect the presence of one or more control signals and [programmed] is programmable to process downloadable [executable] code, said method of controlling comprising the steps of:

(1) receiving at a transmitter station some [downloadable executable] code which is effective at a receiver station to generate and output user specific budget data, said [downloadable executable] code having at each of said plurality of receiver stations respectively, a target processor to process data;

(2) transferring said [downloadable executable] code from said transmitter station to a transmitter;

(3) receiving [one or more] said control signals at said transmitter station, said [one or more] control signals [operate] effective in least one of said receiver stations to execute said [downloadable executable] code; [and]

(4) transferring said [one or more] control signals from said transmitter station to said transmitter, and transmitting an information transmission comprising [the] said [downloadable executable] code and [one or more] said control signals.

6. (Amended) The method of claim 5, wherein one of said [downloadable executable] code [or some] and identification data [in respect of] designating said [downloadable executable] code are embedded in a television signal.

7. (Amended) The method of claim 5, wherein a television program is displayed at a receiver station and said [downloadable executable] code further programs said receiver station processor or computer to either (a) output at least one of video, audio, [or] and text [in the context of] related to said television program, or [to] (b) process a viewer reaction to said television program, or [to] (c) select information that supplements said television program [content].

8. (Amended) The method of claim 5, wherein said one or more control signals [incorporate] use at least some of said [downloadable executable] code.

9. (Amended) A method of controlling a remote intermediate data transmitter station to communicate data to at least one [or more receiver stations, with] station, said remote intermediate data transmitter station including at least one of a broadcast [or] transmitter and a cablecast transmitter [for] , said at least one of a broadcast transmitter and a cablecast transmitter respectively being capable of transmitting at least one [or more] instruct [signals] signal which [are] is effective at a receiver station to instruct one of a computer [or] and a processor, a plurality of selective [transmission] transfer devices each operatively connected to said at least one of a broadcast transmitter [or] and a cablecast transmitter for communicating [a unit of data,] said at least one instruct signal, a data receiver for receiving said at least one instruct signal

least one instruct signal, a data receiver for receiving said at least one instruct signal from at least one origination transmitter, a control signal detector, and one of a controller [or] and a computer capable of controlling at least one [or more] of said selective [transmission] transfer devices[, and with]; said remote intermediate data transmitter station being adapted to detect the presence of at least one [or more] control [signals] signal, to control the communication of [specific]said at least one instruct [signals] signal in response to [detected specific] said at least one control [signals] signal, and to deliver at [its] said least one of a broadcast transmitter [or] and a cablecast transmitter said at least one [or more ] instruct [signals] signal, said method of communicating comprising the steps of:

(1) receiving [an] said at least one instruct signal to be transmitted by the remote intermediate data transmitter station and delivering said at least one instruct signal to a transmitter, said at least one instruct signal being effective at [a] said at least one receiver station to generate and output user specific budget data;

(2) receiving said at least one [or more] control [signals] signal which at the remote intermediate data transmitter station [operate] operates to control the communication of said at least one instruct [signal] signal ; and

(3) transmitting said at least one [or more] control [signals] signal to said transmitter before a specific time.

10. (Amended) The method of claim 9, further comprising the step of embedding a specific one of said one or more control signals in at least one of said specific instruct signals or in an information transmission containing at least one of said instruct signals

before transmitting any one of said specific instruct signals to said remote intermediate data transmitter station.

11. (Amended) The method of claim 9, wherein said specific time is a scheduled time of transmitting at least one of said instruct signals [or some information associated with said instruct signal] from said remote intermediate data transmitter station, and said one or more control signals are effective at said remote intermediate data transmitter station to control one or more of said plurality of selective [transmission] transfer devices at different times.

12. (Amended) A method of controlling a receiver station including the steps of:

detecting one of the presence [or ] and absence of a broadcast or cablecast control signal;

inputting [an] a processor interrupt signal to a processor based [on] upon said step of detecting [the presence or absence of a control signal];

controlling said processor to output specific information in response to said step of inputting [an] said processor interrupt signal; and

generating and outputting user specific budget data on the basis of information received from said processor [based on said step of controlling a processor].

13. The method of claim 12, wherein a buffer is operatively connected to said processor for buffering input, said method further comprising the step of:

bypassing said buffer and inputting said processor interrupt signal directly [to] into said processor.

14. (Amended) The method of claim 12, wherein said processor [processes] generates a processed datum designating a television channel or a television program, said method further [having] including one step [of] selected from the group consisting of:

controlling a tuner to [tune a receiver to] receive the television channel or the television program designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of the television channel or the television program designated by said processed datum;

controlling a control signal detector to search for one or more control signals in the television channel or [said] the television program designated by said processed datum;

controlling a selective [transmission] transfer device to input to a computer control signals detected in the television channel or the television program designated by said processed datum;

controlling a computer to respond to control signals detected in the television channel or the television program designated by said processed datum;

controlling a television monitor to display video or audio contained in the television channel or the television program designated by said processed datum;

controlling a video recorder to record or play video or audio contained in the television channel or the television program designated by said processed datum; and

controlling a selective [transmission] transfer device to communicate to a video recorder or a television monitor the television channel or the television program designated by said processed datum.

15. (Amended) The method of claim 12, wherein said processor [processes] generates a processed datum designating one or more specific channels of a multichannel [cable or] broadcast or cablecast signal, said method further [having] including one step [of] selected from the group consisting of:

controlling a [tuner to tune a converter] broadcast tuner or cablecast converter to receive [the] said one or more specific channels designated by said processed datum;

controlling a selective [transmission] transfer device to input to a control signal detector at least some portion of [the] said one or more specific channels designated by said processed datum;

controlling a control signal detector to search for one or more control signals in [the] said one or more specific channels designated by said processed datum;

controlling a selective [transmission] transfer device to input to a computer control signals detected in [the] said one or more specific channels designated by said processed datum;

controlling a computer to respond to control signals detected in [the] said one or more specific channels designated by said processed datum;

controlling a television monitor to display video or audio contained in [the] said one or more specific channels designated by said processed datum;

controlling a video recorder to record or play video or audio contained in [the] said one or more specific channels designated by said processed datum; and

controlling a selective [transmission] transfer device to communicate to a storage device or an output device [the] said one or more specific channels designated by said processed datum.

Cancel claim 16 and insert therefore new claim 17 as follows:

--17. An interactive method for information delivery, useful with an interactive mass medium program output apparatus, said interactive mass medium program output apparatus including an input device to receive input from a subscriber, an output device for outputting information, a transmitter for communicating information to a remote station, and a receiver for receiving a signal from said remote station, said interactive mass medium program output apparatus together with said remote station comprising a network including a plurality of transmitter stations, said method comprising the steps of:

outputting mass medium programming containing or explaining at least one receiver specific datum;

prompting input from said subscriber during said mass medium programming in respect of said information;

receiving a reply from said subscriber at said input device in response to said prompting;

communicating said reply to a remote site;

performing at least one of formulating and assembling in said network a signal effective at said interactive mass medium program output apparatus to generate and output user specific budget data; and

delivering combined medium programming that explains a user specific budget at said output device on the basis of said signal.--

Insert new claims 18 through 39 as follows:

--18. The method of claim 2, wherein said information content includes mass medium programming, said mass medium programming of a duration, only some of said duration containing time interval of specific relevance, said method further comprising the steps of:

outputting said mass medium programming at said receiver station; and

outputting said budget datum in said time interval.--

--19. In interactive method for information delivery for use with an interactive video output apparatus, said interactive video output apparatus having an input device for receiving input from a subscriber, a memory for storing data, at least one processor, a transmitter, one or more remote stations, and a receiver, at least one of said one or more remote stations having a computer, said interactive video output apparatus and

said one or more remote stations comprising a network, said method comprising the steps of:

outputting video;

prompting said subscriber via said video for data input, said data input to serve as a basis for a budget;

receiving reply from said subscriber at said input in response to said prompting;

processing said reply and selecting said input data;

C3 transferring said selected input data to at least one of said one or more remote stations;

assembling in said network, a plurality of budgeting instructions, said plurality of budgeting instruction operative at said interactive video output apparatus to formulate a budget; and

delivering said budget to said interactive video output apparatus.--

--20. The method of claim 19, wherein said one or more remote stations is capable of generating higher language code, said higher language code being contained in said plurality of budgeting instructions, said interactive video output apparatus being capable of assembling at least one processor instruction contained in the signal from said one or more remote stations, said method further comprising the step of transferring said at least one processor instruction to at least one processor.--

--21. The method of claim 20, wherein said interactive video output apparatus includes a plurality of processors, said method further comprising the steps of:

transferring at least a portion of said signal to a control processor; and

transferring said at least one processor instruction based on information contained in said portion.--

--22. The method of claim 19, wherein said interactive video output apparatus further includes a controller, said controller being operable to assemble at least some of a message stream, said method further comprising the step of transferring one of a higher language code and a machine language code from said at least one processor, said transferring being based upon information contained in said message stream.--

--23. The method of claim 19, wherein said interactive video output device receives at least one message from at least one of said one or more remote stations, the method having one selected from the group consisting of:

determining one of a type and a number of segments in said message on the basis of a header;

invoking a controlled function in accordance with the contents of one of fixed length segment and a first segment in said message;

determining the length of one of said message and of said segment by processing a length token;

determining the composition of at least some portion of said message by processing a format field;

inputting a selected command portion of said message to said at least one processor; and

interrupting said at least one processor based upon information contained in said message--

--24. The method of claim 19, wherein said computer in at least one of said one or more remote stations performs one or more of the method steps selected from the group consisting of:

processing said input data to serve as a basis for generating one or more of said plurality of budgeting instructions;

generating data to be transmitted in a message stream;

compiling higher language code on the basis of information contained in a message stream; and

linking software to be transmitted.--

--25. The method of claim 19, wherein formulating said budget comprises the steps of:

outputting video, audio or hardcopy;

computing a value in accordance with generally applicable output information content; and

presenting said value within said video, audio or hardcopy.--

--26. The method of claim 19, wherein said interactive video output apparatus receives from at least one of said one or more remote stations, a video image and generally applicable output information content to serve as a basis for producing at least one receiver specific datum in said video image, said method further comprising the steps of:

processing said generally applicable information content; and

producing said at least one receiver specific datum at a specific video location.--

--27. The method of claim 26, wherein said interactive video output apparatus is capable of outputting mass medium programming of a duration including a time interval of specific relevance, said method further comprising the step of outputting to least one receiver specific datum during said time interval.--

--28. An interactive method for delivering a budget for use with an interactive mass medium programming output apparatus, said interactive mass medium programming output apparatus having an input device for receiving input from a subscriber, a memory for storing data, a processor for processing said subscriber reply, a transmitter for transmitting information to one or more remote stations, and a receiver for receiving a signal from said one or more remote stations, said interactive

mass medium output apparatus and said one ore more remote stations comprising a network having a plurality of transmitter devices, said network being capable of generating and assembling at least some of a message stream based upon the data, said message stream operable at said interactive mass medium programming output apparatus to deliver generally applicable output information content and one or more instruct signals which formulate budget output, the method comprising the steps of:

outputting mass medium programming;

prompting said subscriber during said mass medium programming for input in respect of said budget;

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receiving a reply from said subscriber at said input device in response to said prompting;

processing said reply from said step of receiving said reply and selecting said data;

communicating said selected data to at least one of said one or more remote stations; and

delivering said budget output.--

--29. The method of claim 28, wherein said interactive mass medium programming output device receives at least one message, said method further having one method step selected from the group consisting of:

determining at least one of a type and a number of segments in said message on the basis of a header;

invoking a controlled function in response to one of a fixed length segment and a first segment in said message;

determining the length of one of said message and of a segment of said message by processing a length token;

determining the composition of at least some portion of said message by processing a format field;

inputting a selected command portion of said message to said processor; and

interrupting said processor based output information contained in said message.--

--30. The method of claim 28, wherein said interactive mass medium programming output apparatus assembles said at least some of said message stream, said method further comprising the step of communicating one of higher language code and machine language code from said processor based upon information contained in said message stream.--

--31. The method of claim 28, wherein a computer at said remote site performs one or more of the group of steps consisting of:

generating data to be transmitted in said at least some of a message stream;

compiling higher language code to be transmitted in said at least some of a message stream; and

linking software contained in said at least some of a message stream.--

--32. The method of claim 28, wherein said step of delivering said budget comprises:

outputting video, audio or hardcopy;

computing a value in accordance with said selected and transmitted generally applicable output information content; and

delivering said value in said outputted video, audio or hardcopy.--

--33. The method of claim 28, wherein said interactive mass medium programming output apparatus, outputs mass medium programming of a duration, said duration including a time interval of specific relevance, said method further comprising the step of outputting subscriber specific information during said time interval of specific relevance.--

--34. The method of claim 33, wherein said mass medium programming includes a video image, said method further comprising the steps of:

selecting generally applicable information to be outputted during said time interval of specific relevance; and

producing said selected generally applicable output information content at a specific video location.--

--35. An interactive method for delivering a modified budget for use with an interactive mass medium program output apparatus, said interactive mass medium programming output apparatus having an input device to receive input from a subscriber, a memory for storing one of a code and a datum, a processor for processing a subscriber reply, a receiver for receiving a signal from a remote station, and a transmitter for communicating information to said remote station, said interactive mass medium output apparatus and said remote station comprising a network having a plurality of transmitter stations, said network being capable of generating and assembling at least some of a budgeting control instruction effective at said interactive mass medium program output apparatus to generate and output a budget modification, the method comprising the steps of:

displaying combined medium programming explaining a budget;

prompting said subscriber to modify said budget;

receiving a reply from said subscriber at said input device in response to said step of prompting;

processing said reply and selecting said one of a code and of a datum;

communicating said one of a code and of a datum to said remote station; and

delivering said modified budget to said interactive mass medium program output apparatus on the basis of said budgeting control instruction.--

--36. The method of claim 35, wherein said reply executes software, said one of a code and a datum is part of a budget generated at said interactive mass medium program output apparatus under control of said software, said method further comprising the step of receiving at said interactive mass medium program output apparatus at least one of an instruct signal, said instruct signal containing at least one of said software and said budget control instruction.--

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--37. The method of claim 35, wherein said reply includes a modification instruction and data to serve as a basis for modifying said budget, said method further comprising the step of processing a variable refined in said network on the basis of said data, said processing occurring at said interactive mass medium program output apparatus.--

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--38. The method of claim 35, further comprising the step of delivering mass medium programming explaining said modified budget, said delivering being done upon the basis of said budgeting control instruction.--

--39. The method of claim 35, further comprising the steps of:

selecting generally applicable video, audio or print in accordance with said budgeting control instruction; and